

Marketing:**Wholesale-Logistics Operations****HQ Course Code # 5020** _____

School Year _____

Term: ____ Fall ____ Spring

CTE Course Code # 5050 _____**½ Credit** _____ **1 Credit** _____ **2-3 Credits** _____

Standards to be completed for ½ credit are identified with one asterisk (*).

Additional standards to be completed for 1 credit are identified with two asterisks (**).

A work-based component for 2-3 credits is identified by three asterisks (***)

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 21, with Work-Based Learning = 25, 1 credit = 33, With Work-Based Learning = 37	
# of Competencies Mastered:	
% of Competencies Mastered:	

***Standard 1.0 The student will examine the relationship of wholesale-logistics to the overall marketing process.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Examine the role of wholesale-logistics in the marketing mix (product, place, price and promotion)			
1.2	Evaluate how the wholesale-logistics industry is impacted by the status of the U.S. and global economies			
1.3	Analyze the impact of technology on the wholesale-logistics industry			

***Standard 2.0 The student will distinguish between the functions of wholesale-logistics in the channels of distribution.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Analyze the major wholesale-logistics functions			
2.2	Discuss special issues related to wholesale-logistics functions			
2.3	Appraise wholesale-logistics functions for marketing businesses			

***Standard 3.0 The student will compare types of wholesale-logistics Operators.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Identify the types of wholesale-logistics operators			
3.2	Identify the types of industries that utilize wholesale-logistics operators in their channel of distribution			
3.3	Categorize the types of wholesale-logistics operators based on the ownership of goods they market			
3.4	Assess the benefits of ownership versus non-ownership of goods			

****Standard 4.0 The student will analyze the services offered by wholesale-logistics operators to customers and suppliers.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Assess and describe the services offered to the customers by wholesale-logistics operators			
4.2	Assess and describe the services offered to the suppliers by wholesale-logistics operators			

****Standard 5.0 The student will appraise career opportunities in wholesale-logistics marketing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Identify career opportunities in the wholesale-logistics industry			
5.2	Evaluate the educational and technological skills required of workers in the wholesale-logistics industry			

***Standard 6.0 The student will gain an understanding of economic concepts and principles in a global economy.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Differentiate between the types of economic systems including the interrelationship of business, government and individuals			
6.2	Assess economic concepts globally			

6.3	Analyze the free enterprise system		
6.4	Examine economic indicators and business cycles		
6.5	Demonstrate a knowledge of international trade		
6.6	Evaluate the relationship of cost/profit to supply and demand		
6.7	Evaluate the effects of monetary and fiscal policies on economic decisions		
6.8	Examine the relationship of values/beliefs to economic goals		

***Standard 7.0 The student will apply organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Demonstrate a knowledge DECA			
7.2	Utilize critical thinking in decision-making situations			
7.3	Identify and develop personal characteristics needed in leadership situations			

***Standard 8.0 The student will understand the importance of academic integration in the area of wholesale-logistics.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Compose written reports using correct language and format			
8.2	Design an oral presentation using appropriate communication and language art skills			
8.3	Formulate costs relating to wholesale-logistics using mathematical formulas			
8.4	Interpret spoilage factors related to wholesale-logistics using basic science principles			
8.5	Understand the importance of chemistry and biology as they relate to storage and transportation of goods			
8.6	Evaluate geographic, psychographic, and economic factors relating to wholesale-logistics using social studies foundations			
8.7	Apply basic computer and business education principles to the wholesale-logistics industry			
8.8	Utilize the principles of art in preparing visual presentations			

*****Standard 9.0 The student will demonstrate Wholesale-Logistics principles in a specific work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Apply principles of wholesale-logistics to a work-based situation			
9.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
9.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
9.4	Employ the principles of safety to the work-based experience			

Additional comments:
